

FREQUENTLY ASKED QUESTIONS

Frequently asked questions about the Pēk Wine Steward



Q. Why do I need the Wine Steward?

- A. The moment you open a bottle of wine, oxidation—damage caused by the exposure of wine to air—begins immediately. Oxidation can modify a young red wine's aromatic character within six to eight hours after opening. White and older red wines oxidize even more rapidly, in as little as two hours. A practiced wine palate can taste the effects of oxidation as soon as it occurs.

The Wine Steward gives you a highly effective, easy to use, and affordable defense against oxidation, enabling you and your guests to enjoy the finest, most delicate wines for several days—tasting just as the winemaker intended.

Q. Why is using Argon gas the best way to preserve wine?

- A. Independent studies have shown argon gas to be 80% more effective than carbon dioxide or nitrogen in preserving the flavor of wine. This is why fine winemakers use argon gas during wine production.

Pump-based products cannot create a true vacuum within the bottle—they leave air in contact with the wine, allowing oxidation to continue.

Low-end inert gas bottle products inject the gas manually through a tube, introducing a potentially uneven blanketing of gas that permits air to mix with the wine.

High-end wine cabinets usually do not use 100% argon gas. In addition, they cost thousands of dollars and require a great deal of space.

The Wine Steward provides unmatched preservation capability at a price you can afford, with the unique advantage of temperature management.

Q. Can't wine temperature be controlled simply by refrigerating white wines and serving red wines at room temperature?

- A. Refrigerated wine requires two hours or longer to elevate to room temperature. Two hours is a long time to wait. Plus, every refrigerator chills wine at different rates and to different temperatures.

The Wine Steward's Temperature Management System completely removes the guesswork involved in serving wine at the appropriate temperature. In addition to providing exceptional preservation for opened bottles of wine, the Wine Steward sets and maintains each wine at the ideal serving temperature for each varietal.

Q. Where can I purchase the Wine Steward, and accessories such as replacement argon gas cartridges?

- A. Call us toll-free at **1-800-560-8860** to order directly, or to find the Wine Steward retailer nearest you.



The Pēk
Wine Steward

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LEADERSHIP TEAM

The Pēk Preservation Systems leadership team



Gregory Luzaich

President and CEO

Greg Luzaich is the founder and President of Pēk Preservation Systems. Pēk's sister company, PrimeSource was founded in 1989 as a contract Design and Manufacturing company. Greg leveraged PrimeSource's core competencies to launch Pēk, and it's flagship product, the revolutionary Wine Steward.

The idea for the Wine Steward was born from Greg's love to wine, dine and design (sometimes all together)! Says Luzaich, "The Wine Steward was the perfect product to launch our foray into the consumer market. Being born and raised in the heart of the wine country I recognized a need, and I filled it. My friends and family (and now, wine lovers in 48 states and 8 countries) are thrilled that our product makes their daily lives more enjoyable."

Greg earned a Bachelor of Science in Mechanical Engineering in 1986. His passion for engineering began at age 14, when Greg first apprenticed in his father's engineering firm in Sonoma County, CA.

Michael Lerner

Vice President, Sales and Marketing

Mike began his tenure at Pēk in 2004, when he signed on to help lead the team. Before joining Pēk, Mike held several positions of increasing responsibility in both engineering and in sales and marketing. Most recently, Mike served as global sales manager for a major high-technology company.

"Joining Pēk has been a great experience," Mike says. "It has allowed me to apply my years of business experience to an entrepreneurial venture. The Wine Steward is a truly revolutionary product that is achieving quick acceptance in the marketplace. The entrepreneurial dynamic, as well as the opportunity to work in the wine industry, makes it a pleasure to come to work every day."

Mike was college classmates with CEO Greg Luzaich, also earning a degree in mechanical engineering. Mike also holds a Master's in Business Administration from Santa Clara University.

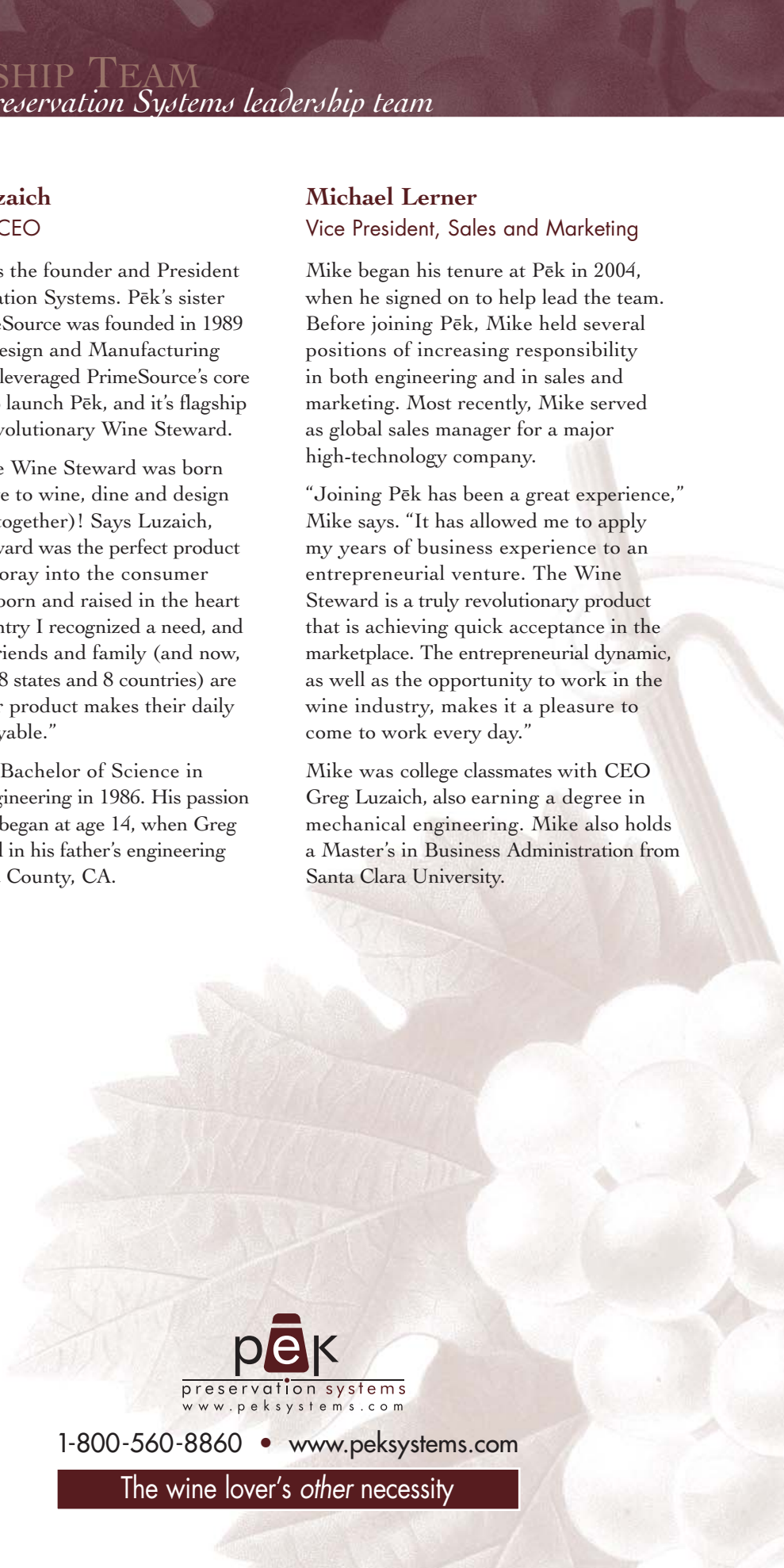


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TESTIMONIALS

What people are saying



*Marshal Walker
Off the Map Wines*

From one of our Winery retailers:

"We are currently using the Wine Steward nightly to preserve 4 bottles of high-end wines, and maintain each at its perfect serving temperature and taste. Customer reaction has been great, and the sales of the Wine Steward have created another revenue stream for my tasting room."

Marshal Walker
Tasting Room Manager
Off the Map Wines
Rutherford, CA

From a personal user:

"The Pēk Wine Steward allows my wife & I to have 1-2 glasses of good wine with dinner each night without wasting the rest of the bottle, which can be quite a lot of money."

Robert Schmitt
Long Valley, NJ



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THE PEK WINE STEWARD STORY

An inspired tech wizard's creation keeps expensive wine at its peak



Necessity, it's said, is the mother of invention. Engineer Gregory Luzaich needed a solution to every wine lover's familiar dilemma — how to save a partially consumed bottle? Thanks to Luzaich's innovative new storage product, the Wine Steward from Pēk (pronounced "peak") Preservation Systems, connoisseurs now have an easy and affordable answer.

Luzaich, Pēk president and CEO, lives in Northern California's Sonoma wine country. Like many residents, Luzaich enjoyed dining with a glass of the finest local vintage. One glass, however, does not a bottle empty. Thus, Luzaich often found himself faced with the unappealing prospect of discarding the unused portion of a costly wine.

Determined not to settle for the troublesome status quo, Luzaich applied his considerable mechanical engineering and design skills to this challenge. The result, after three years of research and development is a technological marvel that preserves and stores individual bottles of wine at the perfect temperature, eliminating needless, budget-breaking waste: the Wine Steward.

Fanciers of the grape are applauding. Dr. Ronald S. Jackson, author of *Wine Science: Principles, Practice, Perception and Wine Tasting: A Professional Handbook*, writes, "The Pēk Wine Steward combines the right technologies with stunning aesthetics to reduce oxidation and improve the wine consumer's experience."

"For the aficionado of fine wine, the Wine Steward is the ultimate gift," says inventor Luzaich. "Its state-of-the-art design delivers the most effective consumer system for wine preservation and serving temperature management. Many wine lovers can't afford thousands of dollars for a professional wine cabinet. For the price of a couple of bottles of fine wine, everyone can afford the Wine Steward."

The handsomely crafted, simple-to-operate Wine Steward uses easily replaceable cartridges to fill a wine bottle's air space with high-purity argon gas. This inert element prevents oxidation and keeps delicate vintages from spoiling. "With the Pēk Wine Steward, my wife will never again watch me pour \$20-30 of great wine down the drain," Luzaich says. "And, I'll never have to resort to drinking bad wine just to avoid throwing the good stuff away."

The Wine Steward is available in stylish silver or classic black. Learn more about this revolutionary gourmet product at www.peksystems.com.



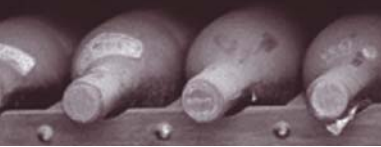
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WINE STEWARD FEATURES

The features that make the Pēk Wine Steward unique



Front

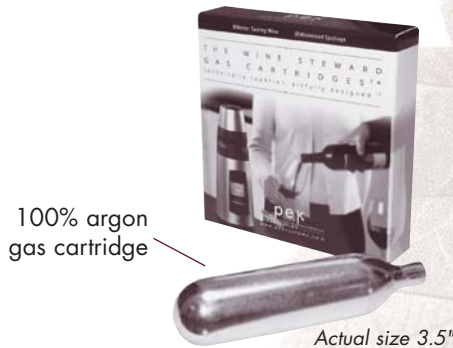


Back

Product shown is the Supremo model. Also available is the Preservo model that offers wine preservation only.



The Pēk Wine Steward



100% argon gas cartridge

Actual size 3.5"



The Tall Bottle Adapter allows taller 750ml bottles to be used in the Wine Steward. Tall bottles include most Rieslings and some other varietals.

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